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ABSTRACT

This book is designed for middle school students to learn scientific literacy through event-based science. Unlike traditional curricula, the event-based earth science module is a student-centered, interdisciplinary, inquiry-oriented program that emphasizes cooperative learning, teamwork, independent research, hands-on investigations, and exploration of authentic tasks. Students use this book to work as a team of design specialists for an advertising agency whose clients are official sponsors of the Olympics. Their task is to design educational/advertising campaigns. (KHR)

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